

Breakthrough technology offers every smoker a genuine alternative.

A major tobacco company has announced the development of a new generation of cigarettes which is the biggest breakthrough ever achieved in cigarette smoking. This product was developed because the personal pleasure of smoking has become a public debate over the smoke you inhale, the smoke around you, and even the smoke coming off the lit end of your cigarette. While the company does not agree with the allegations against smoking, they could not ignore the perceptions many smokers had formed because of those allegations.

Science revolutionizes smoking.

Unlike all other cigarettes, this product *heats* rather than *burns* tobacco. Since the tobacco does not burn, a majority of the compounds produced by burning tobacco are eliminated or greatly reduced, not only in the smoke around you, but also in the smoke you inhale. Some compounds do remain, including nicotine and carbon monoxide, but at levels comparable to leading "light" cigarettes. At the same time, the cigarette provides taste, flavor and overall smoking sensation similar to fuller flavor low "tar" brands.

You won't miss what's missing.

You light this new cigarette as you would any other. The smoke you inhale comes from real tobacco, gently heated and enriched by an exclusive flavor system. Importantly, this smoke is cleaner than the smoke from any other cigarette. And while the taste is somewhat different from that of current products, it has the body and texture of traditional cigarette smoke and a smooth, clean, satisfying taste, all without burning tobacco.

Even the way this cigarette smokes is cleaner. There's virtually no smoke from the lit end, and the smoke you exhale quickly disappears. Additionally, since the cigarette does not burn down, there's no burnt-tobacco ash or odor.

Now, smokers have an important new choice.

It's a dramatic advance in smoking that offers a genuine alternative for smokers and the people around them.

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